

**WHAT IS CLAIMED IS:**

1. A printer comprising:  
a rotatable take-up assembly adapted and configured to receive a quantity of a printing medium;  
a rotatable supply assembly;  
a printhead assembly;  
a motor assembly operatively coupled to said rotatable take-up assembly;  
and  
a media sensing assembly including a sensor and an indicator, said indicator being rotatable relative to said sensor.
2. The printer of claim 1, wherein the indicator includes alternating regions of at least two different reflectivities.
3. The printer of claim 1, wherein the sensor is an infrared sensor.
4. The printer of claim 2, wherein the indicator includes alternating regions of black and silver.
5. The printer of claim 4, wherein the sensor is an infrared sensor.
6. The printer of claim 1, wherein the sensor produces an output signal, said output signal being communicated to associated circuitry in said printer.
7. The printer of claim 6, wherein said output signal includes

information indicative of the quantity of media in said rotatable supply assembly.

8. The printer of claim 6, wherein said output signal includes information indicative of the rotation of said rotatable supply assembly.